

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 393 Issue 7



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	10595	Campaign Ref:	E:120710064
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /907916	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/03/12 to 09/16/12	Weeks:	2	Order Ref:	06217780
Est/PO Number:	06217780	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
1	M-F 4-5p Judge Judy ....F..	04	225	30 Comme	Nbr of Spots	1	1	225
2	M-F 4-5p Judge Judy M.....	04	225	30 Comme	Nbr of Spots	1	1	225
3	Sat 8-9p .....S.	06	400	30 Comme	Nbr of Spots	1	1	400
4	Sat 9-10p .....S.	06	400	30 Comme	Nbr of Spots	1	1	400
5	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	150	30 Comme	Nbr of Spots	1	1	150
6	M-F 4-5p Judge Judy ...T...	04	225	30 Comme	Nbr of Spots	1	1	225
7	Tue 10p ET / 9p CT CSI .T.....	05		30 Comme	Nbr of Spots			
Weekly Totals: Total Spots(Ord Spots)					34	34		
Open PR					-1	-1		-1200
Closed PR					1	1		

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Submission Number 393 Issue 7



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6696  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 10595	<b>Campaign Ref:</b> E:120710064
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /907916	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217780
<b>Est./PO Number:</b> 06217780	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
10	M-F 4-5p Judge Judy ..W....	04	225	30 Comme		1	1	225
13	M-F 1135p ET / 1035p CT Late Show ...F..	06	170	30 Comme		1	1	170
14	M-F 6a News ...F..	04	250	30 Comme		1	1	250
15	Fri 9p ET / 8p CT CSI NY ....F..	05	900	30 Comme		1	1	900
16	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme		1	1	170
17	M-F 12p News M.....	05	250	30 Comme		1	1	250
18	M-F 6a News M.....	04	250	30 Comme		1	1	250
19	Sat 10p ET / 9p CT 48 Hours .....S.	06	600	30 Comme		1	1	600
20	Sun 1030a ET / 930a CT Face The Nation .....S	05	275	30 Comme		1	1	275
	Sun 9a ET / 8a CT CBS Sunday							
<b>Weekly Totals: Total Spots(Ord Spots)</b>						34	34	
Open PR						-1	-1	-1200
Closed PR						1	1	

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814 King St  
Alexandria VA 22314

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Submission Number 393 Issue 7



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6898  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 10595	<b>Campaign Ref:</b> E:120710064
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /907916	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217780
<b>Est./PO Number:</b> 06217780	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
21	Morning News .....S	04	275	30 Comme	Nbr of Spots	1	1	275
22	M-F 1135p ET / 1035p CT Late Show ...T...	06	170	30 Comme	Nbr of Spots	1	1	170
23	M-F 1230-2p ET CBS Soaps ...T...	12	260	30 Comme	Nbr of Spots	1	1	260
24	M-F 6a News ...T...	04	250	30 Comme	Nbr of Spots	1	1	250
25	M-F 7p News ...T...	05	275	30 Comme	Nbr of Spots	1	1	275
29	Wed 10p ET / 9p CT CSI ..W....	06	1200	30 Comme	Nbr of Spots	1	1	1200
30	M-F 1135p ET / 1035p CT Late Show ..W....	06	170	30 Comme	Nbr of Spots	1	1	170
31	M-F 1230-2p ET CBS Soaps ..W....	12	250	30 Comme	Nbr of Spots	1	1	250
34	Tue 10p ET / 9p CT Mentalist .T.....	05	1200	30 Comme	Nbr of Spots	1	1	1200
35	Fri 10p ET / 9p CT Blue Bloods ...F...	05	1200	30 Comme	Nbr of Spots	1	1	1200
<b>Weekly Totals: Total Spots(Ord Spots)</b>						34	34	
Open PR						-1	-1	-1200
Closed PR						1	1	

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Submission Number 393 Issue 7



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-0698  
(864) 576-7777 FAX (864) 587-4460

Original

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 10595	<b>Campaign Ref:</b> E:120710064
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /907916	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217780
<b>Est./PO Number:</b> 06217780	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
36	M-F 3p ET / 2p CT Let's Make A Deal M.WTF..	05	150	30 Comme	Nbr of Spots	1	1	150
37	M-F 4-5p Judge Judy ..W....	04	225	30 Comme	Nbr of Spots	1	1	225
38	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	150	30 Comme	Nbr of Spots	1	1	150
39	M-F 4-5p Judge Judy M.WTF..	04	225	30 Comme	Nbr of Spots	1	1	225
40	M-F 1230-2p ET CBS Soaps ...T...	12	260	30 Comme	Nbr of Spots	1	1	260
41	M-F 6a News ...T...	04	250	30 Comme	Nbr of Spots	1	1	250
42	M-F 9a Dr Phil M.WTF..	05	150	30 Comme	Nbr of Spots	1	1	150
43	M-F 1135p ET / 1035p CT Late Show ....F..	06	170	30 Comme	Nbr of Spots	1	1	170
44	M-F 6a News ....F..	04	250	30 Comme	Nbr of Spots	1	1	250
<b>Weekly Totals: Total Spots(Ord Spots)</b>						34	34	
Open PR						-1	-1	-1200
Closed PR						1	1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Tue 10p ET / 9p CT CSI	:30 Commercial	09/10/12	Closed Pre Emption	1,200.00	34 (09/11)	0000172278	
34	Tue 10p ET / 9p CT Mentalist	:30 Commercial	09/10/12	Open Pre Emption	1,200.00		0000000000	E:120710064

Grand Totals

Totals		09/03		09/10	
Spots	34				34
Cost	11795				11795

Grand Totals:

Spots:	34
Gross Total:	10,595.00
Commission:	1,589.25
Net Total:	9,005.75